

On Balance

Albert Einstein once said, "Life is like riding a bicycle. In order to keep your balance, you must keep moving." That makes sense. Balance really is a matter of movement and adjustment.

Francois Nars said, "Makeup is about balance. When the eyes make a statement, the lips should be quiet." This is true, and also applies to boobs and legs when dressing sexy.

And Meghan Markle once said, "Reflecting on where I came from helps me to appreciate and balance what I have now." Not a wildly inspirational quote, perhaps, but we do love her.

Anyway, your takeaway here should be to keep moving, don't overdo the makeup and remember where you came from. You must also remember that balance is one of the main keys to a successful life, because it affects virtually every aspect of our existence.



Here at Hēdoïne we are always on board when it comes to endorsing indulgence, individuality, fun, strength, freedom and liberty. These are all very good things, but we also understand that there is no light without the dark, no true love without some pain, and that success is nothing without someone you love to share it with. Okay, that last bit was a line from the movie 'Mahogany,' but, darlings, have you seen it? Such good camp. But, we digress.

Our point here is that a life well-lived requires balance in all things. And we don't just mean remaining upright in your Louboutins. We mean in every area of that gorgeous and magical catastrophe we call life.

Physical Balance

To be a respected and admired professional in any field, it is important not to fall down a lot. Don't drink too much, don't wear heels that are too high for you, and don't wave your arms about when speaking. Poise, carriage and comportment are your keywords du jour.

Emotional Balance

To be loved and appreciated by those around you, it is important to avoid emotional outbursts, unpredictable rages and lengthy sulks. No one wants to be around an emotional basket case, so try to strike a nice balance between strength and compassion, comedy and drama, passion and tranquility. Ohmmmmm.

Work-Life Balance

As the old saying goes, all work and no play makes Jill a patient in the mental hospital. Go for your dreams, darlings! Play hard, swing for the fences and all that, but for heaven's sake, never forget to laugh, love and smell the roses along the way. You deserve it all, so be sure to embrace it all. No one ever had a tombstone saying, "She wanted to spend more time at the office."

Bank Balance

Due to our professional backgrounds in the financial sector we would be remiss not to stress the importance here of owning, managing and enjoying your finances in equal measure. Enjoy indulgences within reason, plan for the future, don't touch the nest egg and invest wisely on whatever scale is reasonable for you.

Oh, and make friends with people who have nice boats.